

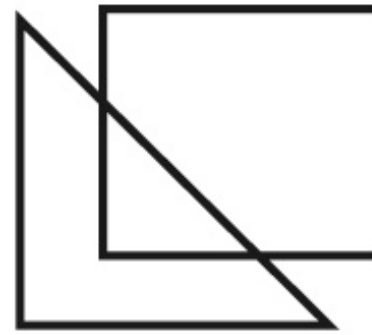
DESIGN BASICS

GESTALT PRINCIPLES OF VISUAL PERCEPTION



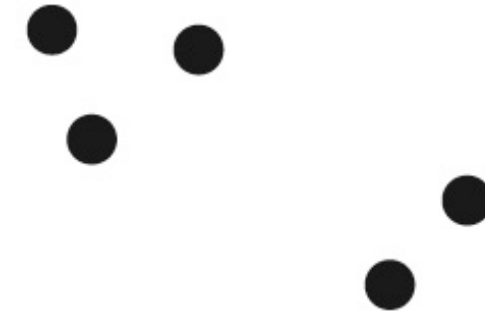
LAW OF SIMILARITY

Items with obvious properties in common tend to be grouped together in our minds.



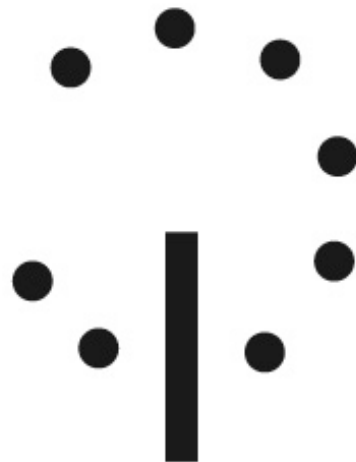
LAW OF PRAGNANZ/SIMPLICITY

Reality is organized to the simplest form possible. We see the above figure as an overlapping triangle and square, rather than a combination of several complicated shapes.



LAW OF PROXIMITY

Things that are close to each other tend to be grouped together in our minds.



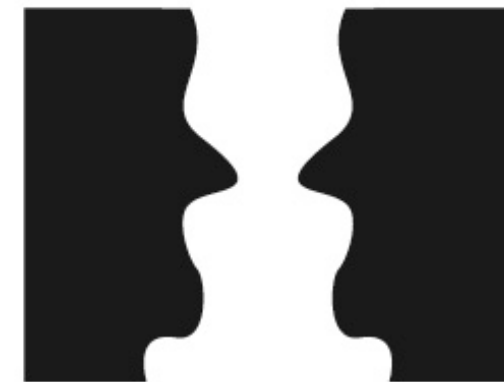
LAW OF CONTINUITY

Humans tend to continue contours whenever the elements of pattern establish an implied direction.



LAW OF CLOSURE

Humans organize parts into wholes, recognizing the pattern of the whole.



FIGURE/GROUND

Humans perceive a thing as separate from its ground. The above figure shows ambiguous figure/ground.

1. FORMAT

(W I D E)

(TALL)

2. LINE

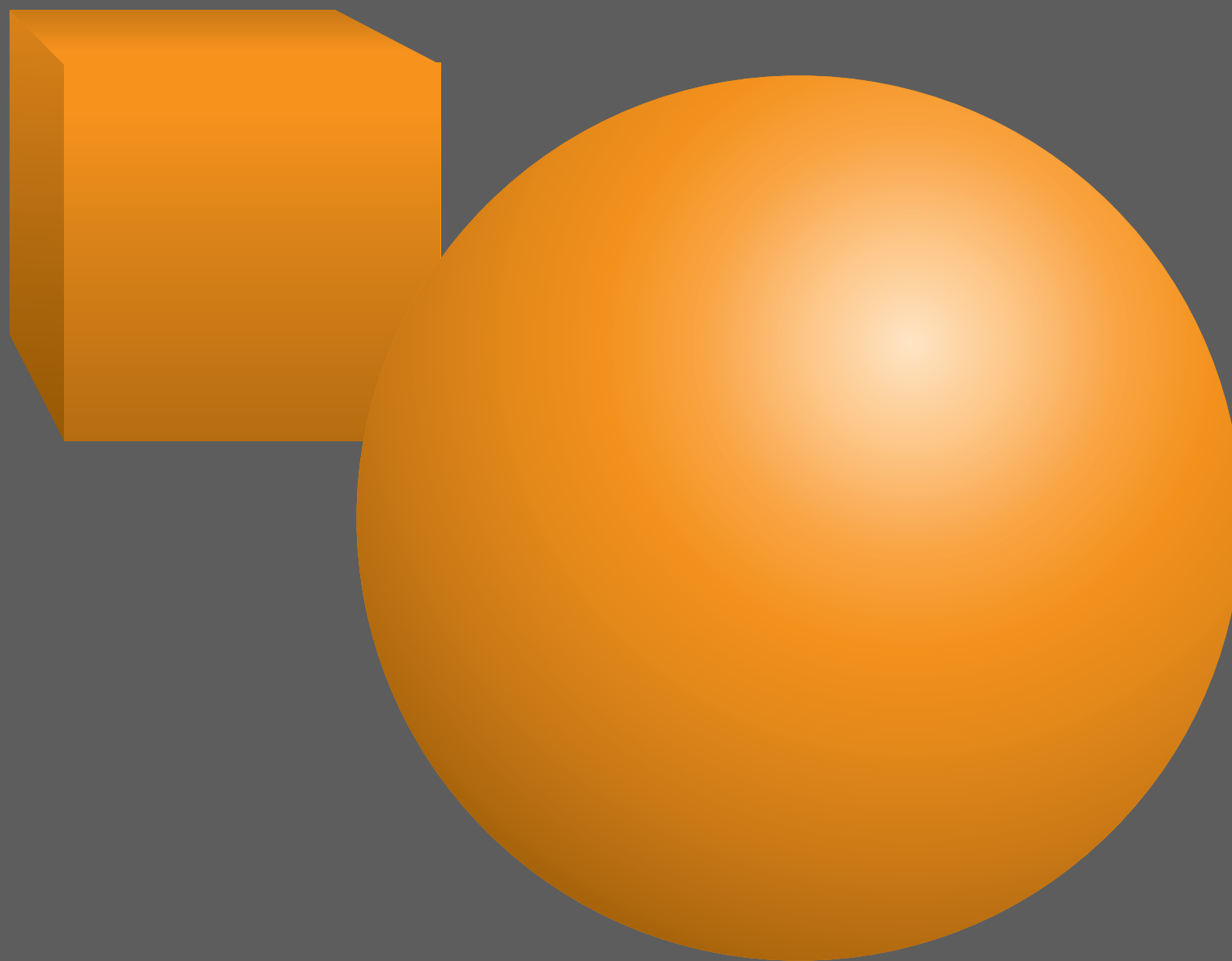
3. SHAPE







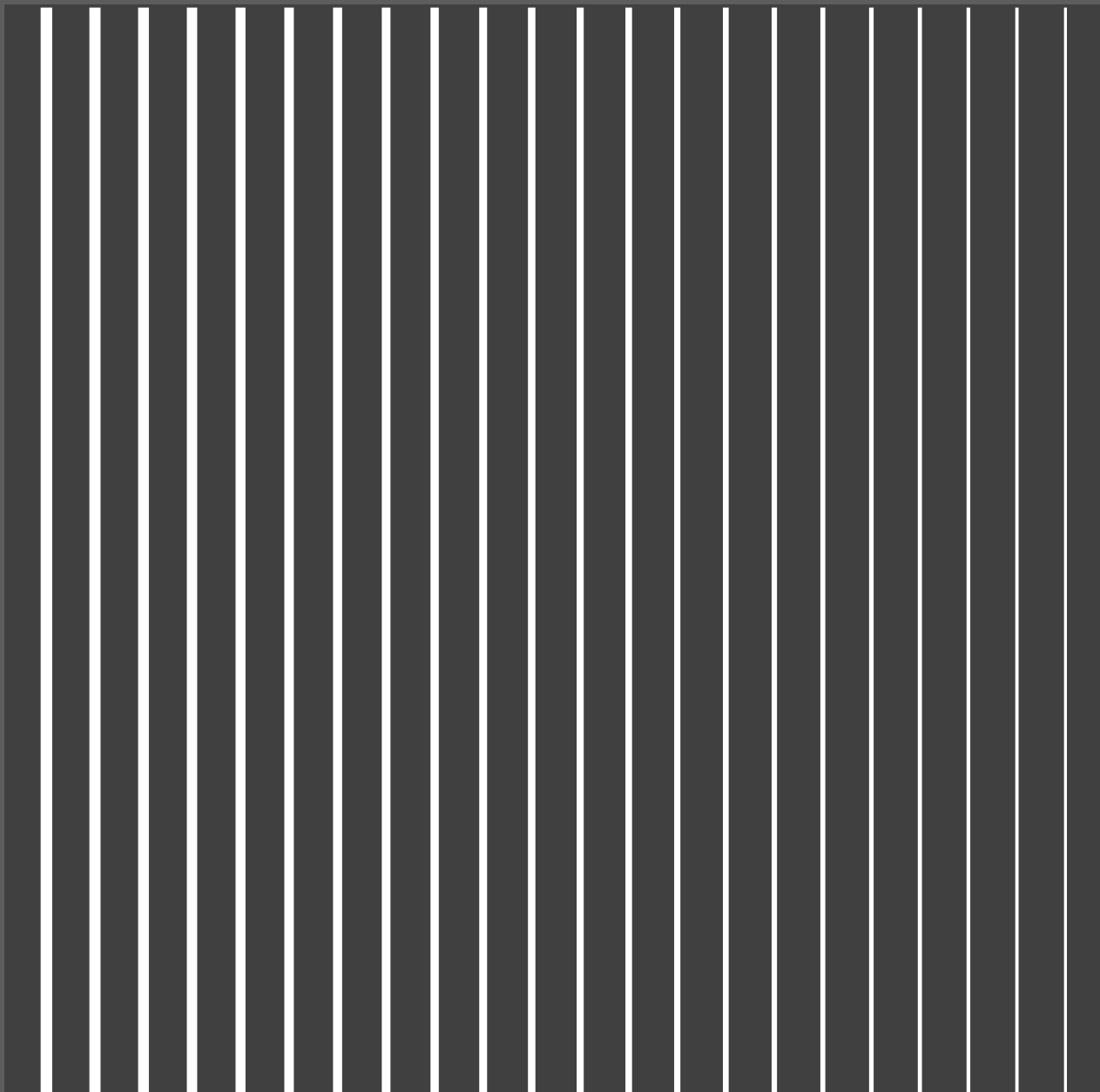
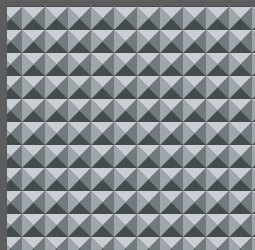
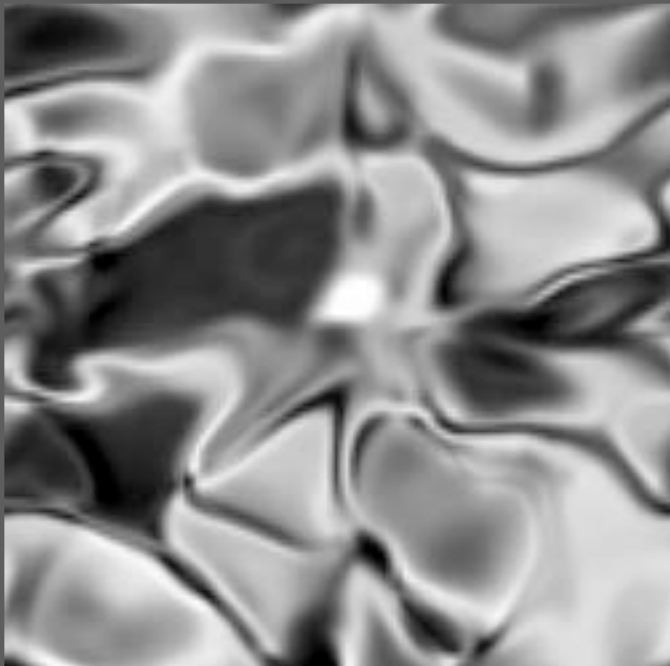
4. FORM



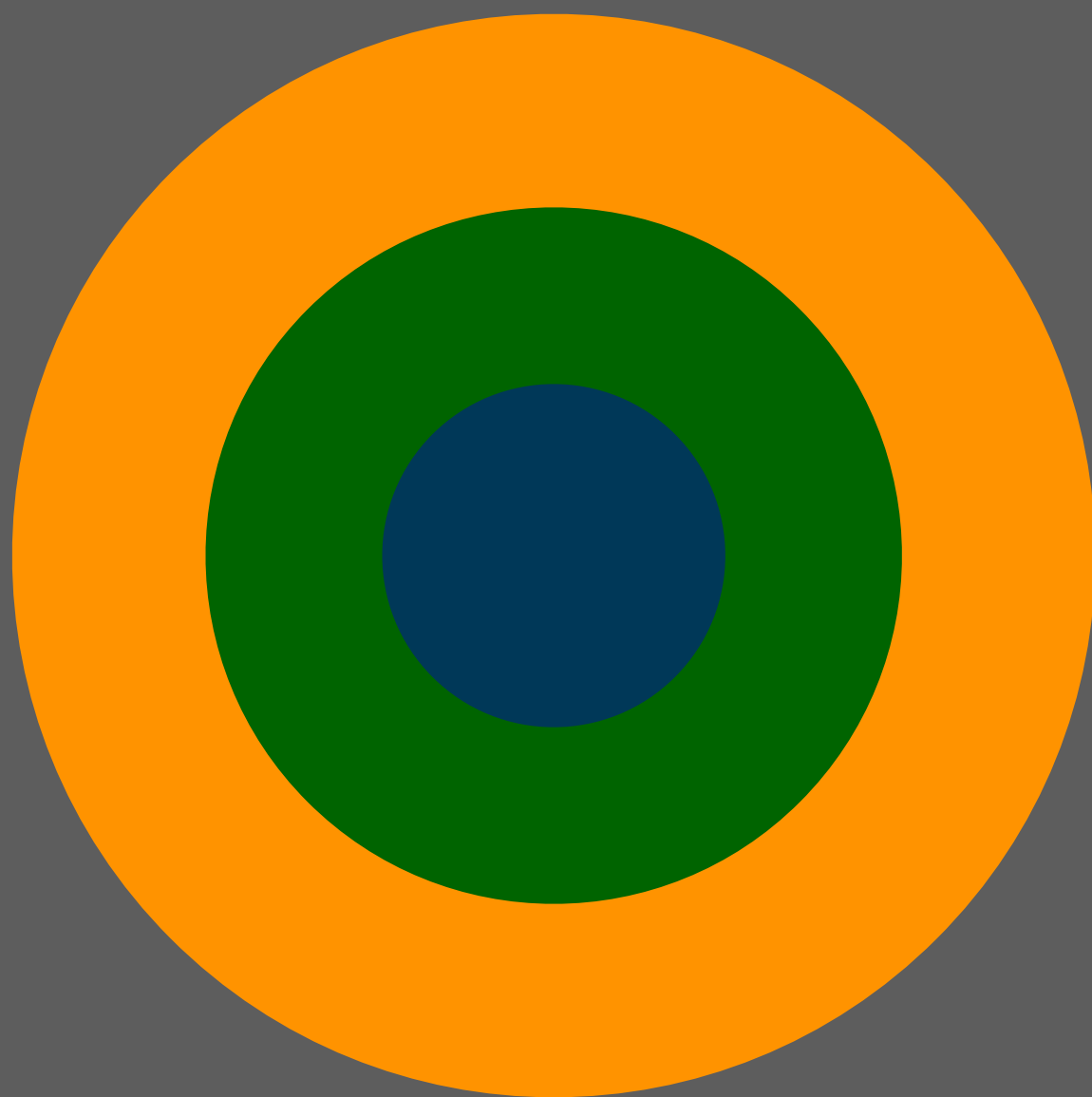
5. VALUE



6. TEXTURE

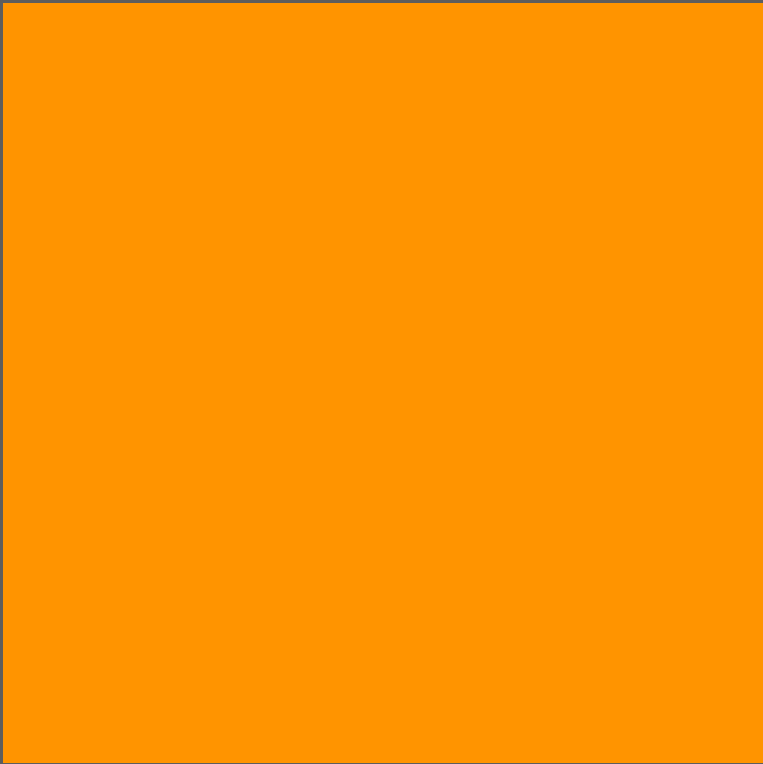


7. COLOR

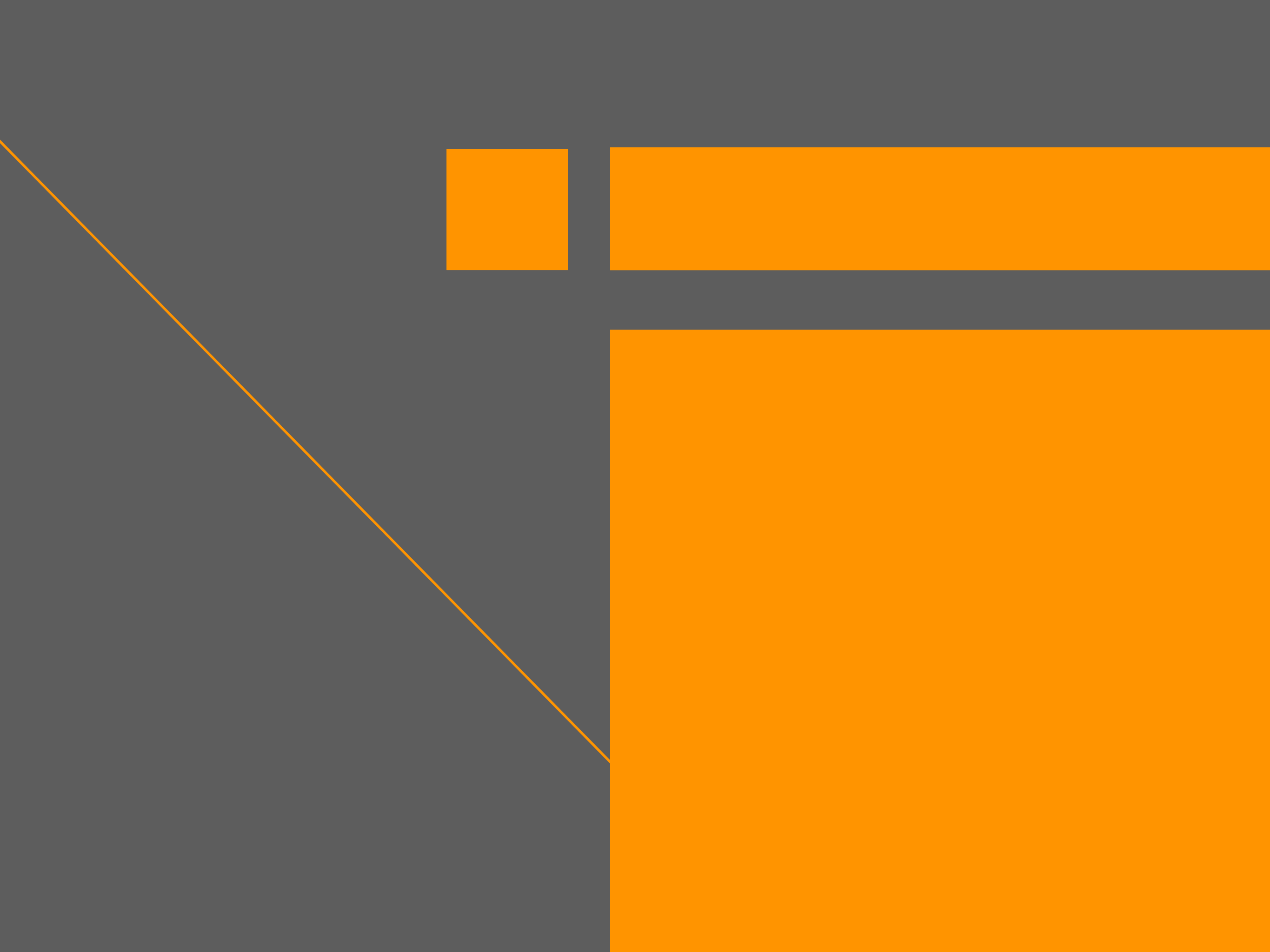


1. BALANCE





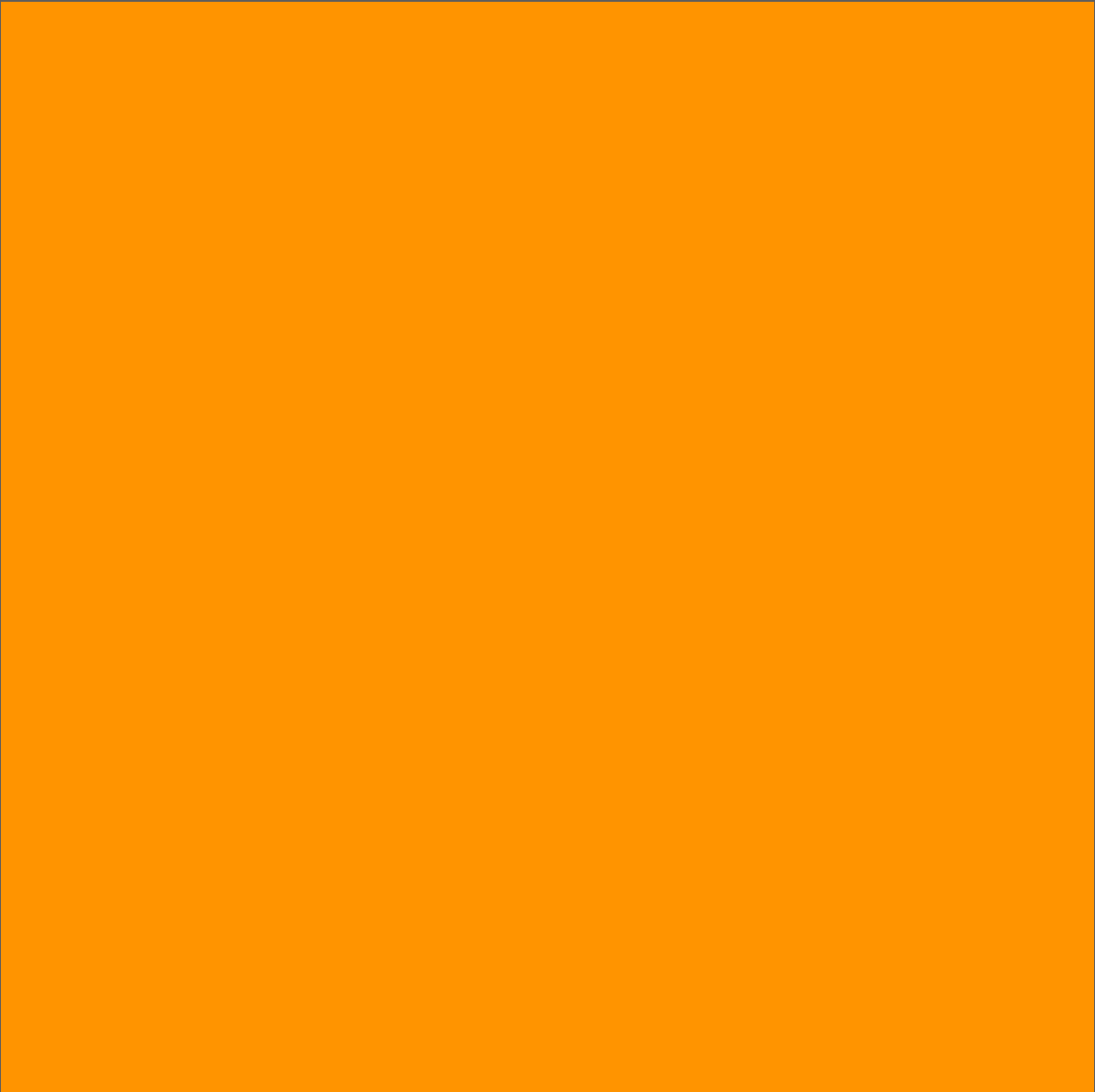
2. MOVEMENT



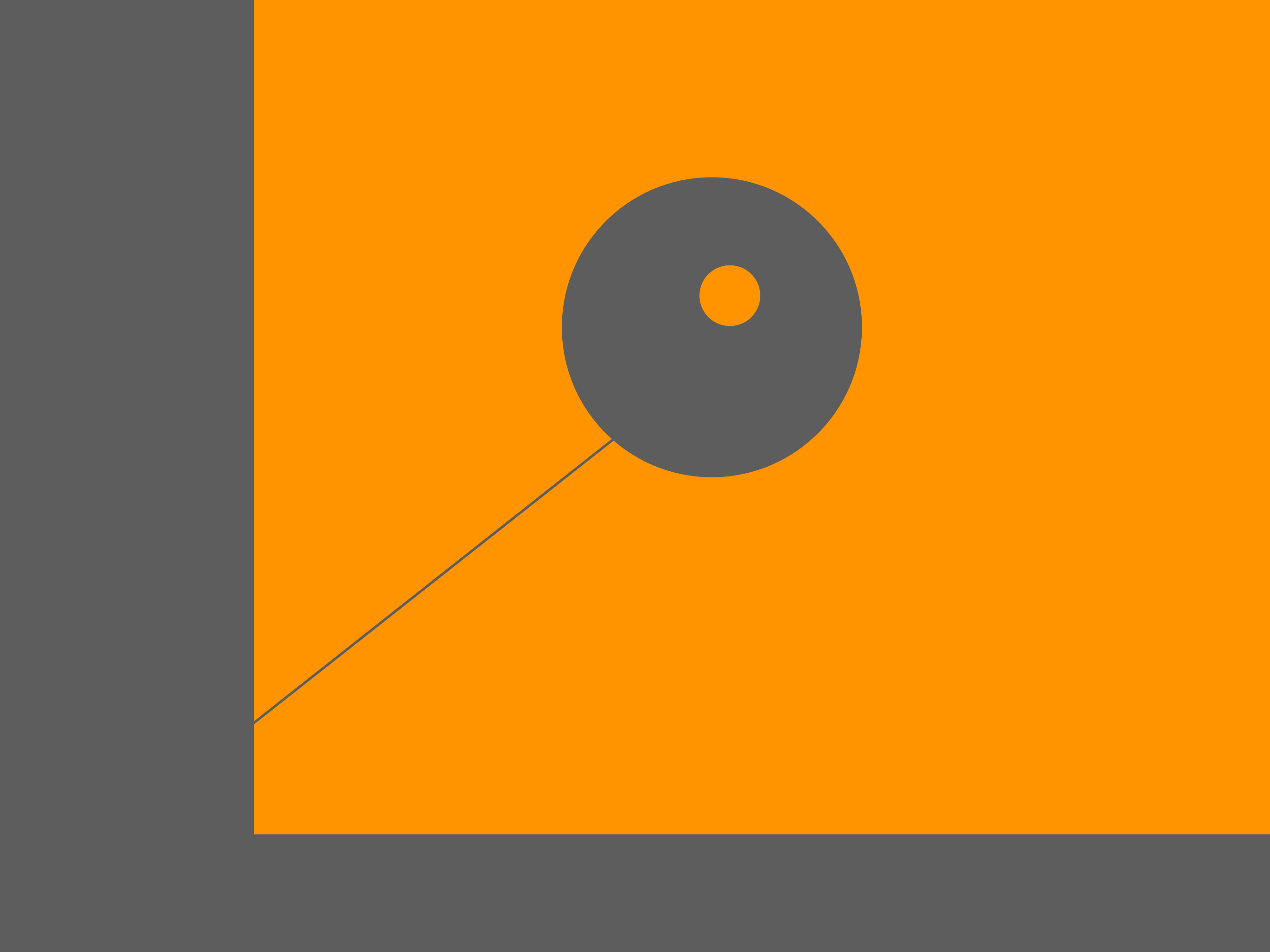
3. RHYTHM



4. CONTRAST



5. EMPHASIS



6. SCALE



7. GROUPING



STRUCTURE:

Internal parts of a form that support and define appearance
and contribute to conveying a message

